TRACY J. YOUNG

Copy on back

remove

↑ bag ↓ Belt

Copy sucks.

Tease what's inside

A lot of purple.

2041335055

Highlight the items.

catalog calendar

tease the piece → open to piece.

- More visually driven.

Why are we doing this.

Source: https://www.industrydocuments.ucsf.edu/docs/qhdy0004

Copy - Weeuk your request
- exclusive offer
- different from
previous year.

2041335056

Source: https://www.industrydocuments.ucsf.edu/docs/qhdy0004